



### Challenge:

NORPAC needed to replace three antiquated and poorly-performing PBX systems with upgraded analog equipment or new VoIP technology.

### Solution:

ShoreTel provided the food manufacturing leader with 22 ShoreGear Voice Switches, as well as ShorePhone IP Telephones.

### Benefits:

- New ShoreTel system provides the reliability and feature robustness NORPAC requires.
- ShoreTel enables NORPAC to be more responsive to phone calls, improving both customer service and employee productivity.
- User-friendly system is easy to manage, which eases administrative burdens and lowers overall cost of ownership.

## NORPAC FOODS ENHANCES CUSTOMER RESPONSIVENESS AND EMPLOYEE PRODUCTIVITY WITH NEW SHORETEL VOIP SYSTEM

### Food Manufacturing Leader Replaces Antiquated PBX Systems with ShoreTel VoIP Technology

NORPAC Foods, headquartered in Stayton, Oregon, is a major processor of fruits and vegetables. NORPAC's frozen and canned products are distributed through foodservice, club, export and retail marketplaces under their brands of FLAV-R-PAC®, WESTPAC® and Santiam®.

In late 2004, NORPAC had antiquated PBX Systems at each of its three major locations, as well as multiple key systems. The systems were more than end of life and an upgrade was not an option because the switches themselves were becoming unreliable. So NORPAC established a task force, including network administrators, engineers and purchasing managers, to evaluate traditional PBX and new Voice-over-IP (VoIP) solutions to replace the PBX systems. After thoroughly evaluating alternative solutions, speaking with customer references, and finally seeing demonstrations of various products, the group made its decision quickly, choosing ShoreTel for its robust feature set, the simplicity of the product design and implementation, and reliability.

"I was familiar with ShoreTel prior to the evaluation, and our Network Administrator felt that the VoIP technology needed further investigation," said Jim Stromvig, IT Manager with NORPAC, who was assigned to the task force. "After we had completed our research, the task force came to a collective conclusion very quickly. We all felt the ShoreTel IP solution was what we wanted."

### THE SWITCH TO VOIP

ShoreTel provided NORPAC with equipment for the entire deployment. The deployment at the first of the three offices took one weekend day after necessary wiring changes were made, and the other two offices were cut over to ShoreTel the following weekends. The total cutover only took two weeks. ShoreTel equipment installed includes 22 ShoreGear Voice Switches and a number of ShorePhone Telephones. The solution integrated seamlessly, including connectivity to two PBX switches at other NORPAC facilities. NORPAC has been able to utilize a number of analog phones until it is ready to deploy more IP phones.

"NORPAC is very careful when it spends money and a new phone system had been a topic for discussion for some time," said Stromvig, so this was a very important project. "A new phone system has companywide exposure and failure was not an option. That's why we went with ShoreTel. The



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**– Jim Stromvig**  
IT Manager  
NORPAC Foods

ShoreTel architecture was developed for IP technology—it wasn’t retrofitted for IP as some of the other offerings we looked at. ShoreTel has helped us improve customer service and office productivity. It has to support mission-critical traffic between all of our offices.”

## **INCREASED PRODUCTIVITY, ENHANCED SERVICE**

The ShoreTel system provides integrated messaging, such as directory dialing, contact screen pop, and calendar integration. ShoreWare Personal Call Manager gives NORPAC employees the equivalent of a desktop PBX—a powerful, all-purpose tool for managing voice communications. With it, NORPAC employees can quickly browse contacts and make calls from local directories all from the desktop. With the e-mail integration employees can manage their e-mail and voice mail activity centrally and efficiently.

Personal Call Manager’s friendly, graphical interface provides easy access to sophisticated features, including “on-the-fly” conferencing and document sharing, and dynamic, online directories eliminate paper directories that are often outdated. Voice mail messages are stored in the industry-standard WAV Audio for Windows format, allowing users to play them on multimedia PCs, attach them to email messages or embed them in other documents. The ability of the ShoreTel system to track customer phone calls and export and distribute voice mails as WAV files is helpful in continually monitoring and improving customer service.

“Personal Call Manager is very user-friendly, and our users were able to quickly learn and use the new system,” said Stromvig.

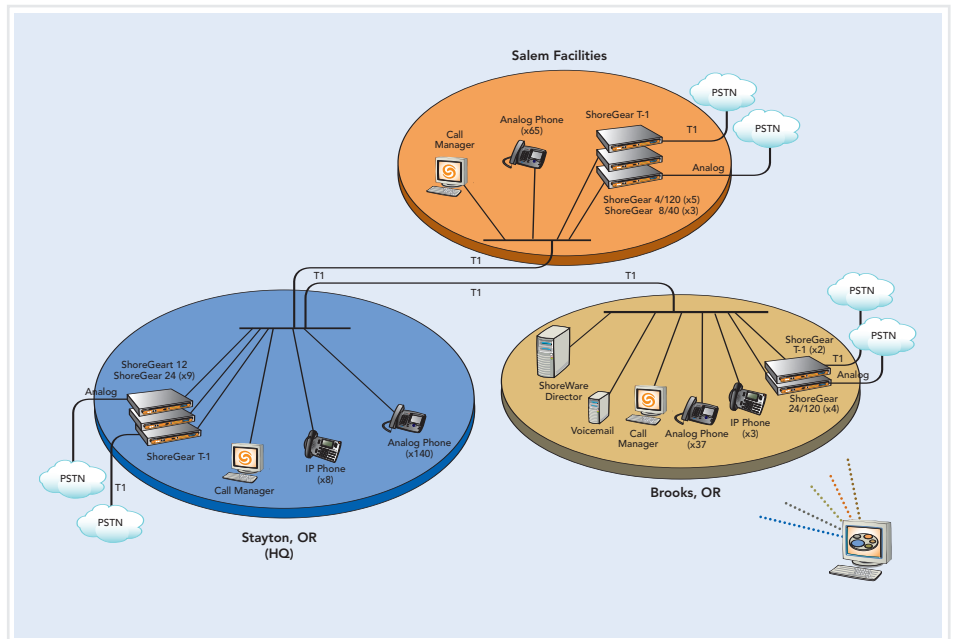
In addition to powerful Personal Call Manager, ShoreWare Operator Call Manager software provides NORPAC receptionists with key information and control, enabling a significantly higher level of personalized attention for callers. For example, before even answering an incoming call, a call-routing log displays the caller's experience within the system to the receptionist or operator. In addition, before transferring the caller any further, the call-transfer screen displays who is available and who is not, avoiding the possibility of sending callers to an extension that is busy. With the complete company at their fingertips as well as knowledge about the calling and called party, NORPAC receptionists can transfer to extensions, cell phones or even home phones instantly. Mission-critical communications between Sales, Production Scheduling, Inventory Management and Plant Operations are handled quickly and effectively, enhancing customer service and internal operations.

“The bottom line is that ShoreTel enables NORPAC to be more responsive to phone calls,” said Stromvig. “There are fewer missed calls, so customer service is improved, and employees are spending less of their time returning those missed phone calls, giving us improved employee productivity. Every way you look at it, it’s a win-win.”



## EASE OF MANAGEMENT

NORPAC utilizes ShoreTel's ShoreWare Director, a browser-based management interface that allows NORPAC's Network Administrator to launch a Web browser and gain access to the system from anywhere on the network. Through ShoreWare Director, NORPAC can manage every site, including voice mail, automated attendant and desktop applications. In order to add a new user, it is simply a matter of clicking "add new" and entering the user's name, which automatically updates the centralized database and every voice switch. Furthermore, once the new user is added, a mailbox is created, the automated attendant dial-by-name and number feature is updated, and online directories are revised. The entire process takes just a few seconds.



NORPAC Foods deployed ShoreTel to 9 locations.

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## POST-DEPLOYMENT FEEDBACK

The NORPAC task force has continued to survey users and consistently finds that employees at every level and location appreciate and really like the new system. "The ShoreTel system has gained company-wide approval, which was our top priority," said Stromvig. "The system is even more user-friendly than I expected it to be. We're glad we went with ShoreTel."